

To: Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Lanny, Mallardi, J, Groll, A P., Reuter, Diane E.
From: O'Rourke, Rory
Posted: 6/9/98 17:41
Opened: 6/10/98 8:35
Subject: Salem B1G1F

Attached is a list of Sub Jobbers that will be working the Salem B1G1F Promotion in the test area.

We have an additional 3,000 displays we would like to work as DPC through sub-jobbers. Please return this list with additional displays next to the sub jobber listed for use as DPC. You may add sub jobbers that are not on this list.

This is a one time DPC test of a great promotion for our sub jobbers. They are only permitted to send ONE display per retailer. The display consists of 4 white cartons, nice and small.

Attached is a letter with complete details of the program. Ship to retail date is July 13th. DPC should be worked on that date or possibly the week after.

We are trying to help them, if they screw this one up, it will be the last promotion they ever get.

If you have any questions, give me a call.

Rory

CC: 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), Sullivan, Margaret

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